



FORM PTO-1449	SERIAL NO. 10,020,712	CASE NO. 9623/378
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE December 11, 2001	GROUP ART UNIT 2171
(use several sheets if necessary)	APPLICANT(S): Mark Paine, et al.	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>ELK</i>	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
	A20	5,920,859	07/06/99	Li	707/5	02/05/97
	A21	6,078,866	06/2000	Buck et al.	702/2	09/14/98
	A22	6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99
*	✓	A23	US 2002/0004735 A1	Gross	705/10	01/18/01

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
<i>ELK</i>	A24	WO 99/20486	09/1999	WIPO			
	A25	WO 99/48028	09/1999	WIPO			
	A26	WO 2000/16218	03/2000	WIPO			
✓	A27	WO 2000/41090	07/2000	WIPO			

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EXAMINER <i>EP Paine</i>	DATE CONSIDERED <i>2/23/04</i>	Technology Center 2100
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>Elh</i>	A28	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A29	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A30	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A31	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A32	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A33	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A34	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A35	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A36	Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A37	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A38	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A39	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A40	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A41	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A42	Miller, Karen-L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A43	Wingfield, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387.00/html , May 1996.
	A44	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A45	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A46	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week .
	A47	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
<i>U</i>	A48	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp .

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EXAMINER <i>EP Lehouck</i>	DATE CONSIDERED <i>2/23/04</i>	Technology Center 2100
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A49	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.
	A50	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
	A51	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A52	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A53	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A54	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A55	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
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	A58	Wang, "Engines Battle Irrelevance of Results", from Internet World.
	A59	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish-on San Francisco Chronicle , Feb. 1998.
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	A62	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A63	Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
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	A65	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
	A66	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
	A67	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A68	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A69	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A70	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
	A71	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.

EXAMINER <i>EP Linares</i>	DATE CONSIDERED <i>2/23/04</i>
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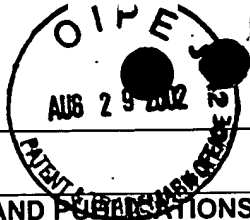
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>ELK</i>	A72	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A73	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
	A74	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
	A75	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
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	A81	Ken Glaser, Who Will GoTo.com?, OnlinePress.com, Feb. 1998
	A82	Jeff Peline, "New Search Engine Goes Commercial", from http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
	A83	"Going, Going...", The Wall Street Journal, April 1998. p. B1.
	A84	David Coursey, "Coursey.com", March 1998.
	A85	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
	A86	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
	A87	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
	A88	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
	A89	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , Feb. 1998.
	A90	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
	A91	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
	A92	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1
✓	A93	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.

EXAMINER <i>E. P. Hilty</i>	DATE CONSIDERED <i>2/23/04</i>
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<i>Eleh</i>	A94	Jeff Peline, "New Search Engine Goes Commerical", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.
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	A96	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.
	A97	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
	A98	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
	A99	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .
	A100	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
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	A103	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
	A104	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
	A105	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
	A106	Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
	A107	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
	A108	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .
	A109	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
	A110	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
	A111	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.
<i>W</i>	A112	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.

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EXAMINER <i>E P Lehman</i>	DATE CONSIDERED <i>2/23/04</i>
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
Eli	A113	SearchUP.com – Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
	A114	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
	A115	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
	A116	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
	A117	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com , June 30, 1999.
	A118	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
	A119	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vol. 14, No. 46, Nov. 3, 1997, p. 27(1).
	A120	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, http://www.searchenginewatch.com/sereport/9803-to-to-html .
	A121	Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, http://www.nes.com/News?Item/0,4,1635,00.html .
	A122	Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
	A123	ClickMail Central directory, circa April 1996.
	A124	GoTo.com, circa 1998, at www.goto.com
	A125	Northern Light, circa 1997-98, at sirocco.northernlight.com
	A126	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.
	A127	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), http://www.dialog-classic.com/DialogClassic/dialog .
	A128	* Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from http://www.o-a.com/archive/1996/june.0021.html , printed 09/28/01, 5 pages.
	A129	* Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < http://www.dialogclassic.com/main.vingw > on 11/9/00, 2 pages.

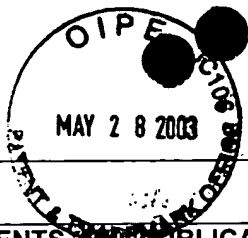
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EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>ELH</i>	B1	5,778,367	07/07/98	Wesinger, Jr. et al.		
	B2	5,862,223	01/19/99	Walker et al.		
	B3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>ELH</i>	B4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
	B5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
	B6	DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
	B7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
	B8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
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	B10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
	B11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
	B12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
	B13	Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
	B14	Help on Making Queries - Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
	B15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

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